

**Course Description**

**Retail Management**

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| **Faculty of Business Administration** | | | **Department of Tourism and Hotel Management** | |
| Course | **Retail Management** | | Prerequisite: | Principles of Marketing |
| Credit Hours:3 | Theoretical:3 | Practical:0 | Course Code: | CBMC207 |

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| **Description** |
| This course deals with the basic concepts of retail management. It introduces its major characteristics and its importance as a central sector of economic activities. It includes a description of retail establishments, along with their specifications, importance, types, and all related sales processes that take place in them. It also deals with methods of pricing and analyzing retail policies, in addition to dealing with and planning for retail services. |
| **Content** |
| Introducing Retail Sector. Activities associated with sales and services provided to the consumer  Retail Strategies  Product Sources, and data collection about consumer demands  Types of Retail Shops and their Development  Determining and Understanding the Target Market  Analyzing Retail Zone and Selecting Shop Location  Pricing Strategies in Retail Management  Shop Organization and Management of Human Resources  Management of Supplies and Logistics  Management of Operations- Management of Assets- Balances  Management of Stores  Products Sources  Pricing in Retail management  Agents Services and Designing Distribution Outlets |
| **References** |
| Berman B.R .,Evans J .R,'Retail Mangement ;A Strategic Approach" ,publisher: Prentice Hall,12Edition,2013  -محمد عبد الله عبد الرحيم-تجارة التجزئة -2004  - ادريس .جعفر, تجارة التجزئة ومهارات البيع, المملكة العربية السعودية, خوارزم العلمية للنشر,2013 |